

# Annual Sponsorship Package 2023-2024

## The Heart of Riverdale Community Centre

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#### Who we are:

The Heart of Riverdale is a Community Centre in Whitehorse Yukon that serves over 1800 families through engaging programming for all ages. We are a registered Not for Profit organization that specializes in an intergenerational approach to building community. We offer regular arts programming for all ages (babies to adults), including Dance, Theatre, Music, and Visual Arts, and we support artists from beginners to professionals. We invest in employment programs that train youth in a variety of job-related skills, preparing them for a future in the local workforce. We offer thousands of dollars in scholarships to families who otherwise would not be able to participate in programming. Our staff shares a common value system that focuses on the healthy, happy development of young people in our community.

The Heart is funded by Yukon Government's Youth Directorate, Arts Operating Funds, Head Start Employment Program, Skookum Jim's Youth Employment Program, Volunteer Bureau's Employment Program, ESDC's Career Focus Program, YG Student Employment, Lotteries Yukon, City of Whitehorse, Crime Prevention Victim Services, TD's Music Count's program, Canada Summer Jobs, Youth Investment Fund, and Heritage Canada.



We invest in youth and in turn, they invest in the Heart. Together we make the community a better place.





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#### Heart Hero Partnership \$10,000.00

The Heart Hero Partnership includes the following opportunities:

- Exclusive opportunity to be the **Core Sponsor** of The Heart of Riverdale for the 2023-2024 season, including naming rights of the Playspace and Lobby of The Heart of Riverdale Community Centre. The Playspace and Lobby are the heart of our community centre, and this sponsorship is a great opportunity to gain exposure in the community as our core sponsor. Our community center has approx. 1,000 students coming in the door weekly, as well as their parents and family members. The Playspace gets approx. 64,000 visits a year. This sponsorship opportunity includes logo placement throughout the Lobby and Playspace, including the opportunity to have a large billboard in the Playspace and plaques at both main entrances to the building, as well as speaking opportunities during our key events in the community. This opportunity as core sponsor also includes VIP backstage access to our performances and events.

#### Additional Benefits:

1. The opportunity to place a large billboard in the community centre Playspace.
2. Plaque at the upstairs and downstairs doors of the Community Centre.
3. Verbal recognition as Core Sponsor at all our community events and performances.
4. Prominent visibility at The Heart of Riverdale Community Centre.
5. The opportunity to address the community at one of our battles, performances, or events.
6. Logo and link on our website partnership page and home page.
7. Logo and written recognition on our email newsletter communications with our 990 active families.
8. Priority logo placement on promotional material and performance programs throughout the year.
9. Social media and radio ad recognition.
10. Four (4) complimentary tickets to both the "an Epic Production in January and the Year End Show in May.
11. Four (4) memberships to our Playspace at The Heart of Riverdale (THOR).
12. VIP backstage access at our performances and special events. This opportunity lets you and your organization connect firsthand with the youth and community members of THOR.
13. Recognition in THOR reports to core funders: Youth Directorate and Arts Operating Fund.



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#### Gold/ Superstar Partnership \$4,000.00 (A) - \$6,000.00 (B) Exclusive Opportunities

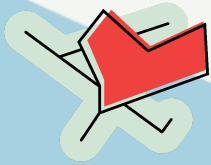
The Superstar Partnership includes your choice of one of following opportunities:

- A) Exclusive opportunity to be the **official presenter** of the “Polar Night” Production, January 27-29<sup>th</sup> at the Yukon Arts Centre. “Polar Night” is our Epic Production and is a fundraiser for an educational week-long dance trip to Montreal for these pre-professional groups. Reaching an audience of about 1,000, these performances are a key component of our programming season. “Polar Night” is the kickoff of our performance season, and a unique opportunity to set the tone for our year of performances.
- B) Exclusive opportunity to be the **official presenter** of the “Art from the Heart” Year End Shows at the Yukon Arts Centre. These performances are the culmination of the year and are an amazing opportunity to connect directly with our community. These Year End Shows reach an audience of about 1,600, running for four shows over the last weekend of May.

Both of these exclusive sponsorship opportunities include the chance to introduce an evening of performances by addressing the public at the top of the show, leaving a lasting impression on our audiences. These opportunities will also allow sponsors to gain exposure over the weekend of performances at the Yukon Art Centre.

#### Additional Benefits:

1. 5 minute speaking slot to welcome the audience at Polar Night **(A)** or Year End Show **(B)**.
2. Verbal recognition as Presenter in all radio ads for the respective performances.
3. Prominent visibility at the Yukon Arts Centre for the weekend of performances (banners, gobo's, booths, etc.)
4. Logo and link on our website partnership page and home page.
5. Priority logo placement on promotional material and programs for the performance.
6. Social media and radio ad recognition as Presenter of the performance weekend.
7. Four (4) complimentary tickets to “Polar Night” Epic Production **(A)** or Year End Show **(B)**.
8. Two (2) Memberships to our Playspace at The Heart of Riverdale (THOR).
9. Recognition in THOR reports to core funders: Youth Directorate and Arts Operating Fund.



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#### Silver/Standing Ovation Partnership

**\$1,500 - \$2,500.00**

The Standing Ovation Partnership includes the following opportunities:

- Exclusive opportunity to the **naming rights** of one of our seven dance studios, two music studios, the Black Box Theatre, or our Community Cafe. The dance and music studios, Black Box theatre, and The Community Cafe are the muscles of our organisation. These spaces are where the learning takes place from day to day. The Standing Ovation Partnership is a wonderful opportunity to gain exposure and recognition for your business or organisation in a grass roots way. It is a great way to support our dance studio and community centre and be in the centre of the action.

\$1,500 for our smaller studios: The Pink Studio, The Purple Studio, The Dojo, The Music Rooms (2), and The White Box Theatre

\$2,500 for our larger studios: The Community Café, The Green Studio, The Blue Studio, The Blackbox Theatre

#### Additional Benefits:

1. Visibility at a named studio (A plaque with your business or organization's logo and name will be made for the studio named after your business.)
2. Verbal recognition every time the studio is referred to.
3. 5-minute speaking opportunity at one of our community events (Vinyl Therapy, or Dance Marathon, depending on the room being sponsored).
4. Logo and link on our website partnership page and home page.
5. Logo on promotional material and performance programs throughout the year.
6. Social media recognition.
7. Two (2) complimentary tickets to "Polar Night" Epic Production and Year-End Show.
8. Recognition in THOR reports to core funders: Youth Directorate and Arts Operating Fund.

#### Pulse Partnership

**\$250**

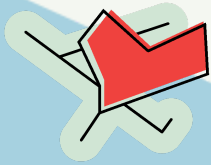
The Pulse Partnership includes the following opportunities:

- Being featured in all our show programs with a **half-page ad or logo**. This is a simple yet effective way to connect with all our audiences and community members.

#### Additional Benefits:

1. Verbal recognition at performances and community events.
2. Social Media recognition.
3. One (1) complimentary ticket to the "Polar Night" Epic Production.

These partnership agreements are a starting point, and we are open to discussing other possibilities to reflect your organisations needs and interests. For any questions or inquiries about our sponsorship partnership agreements please feel free to contact our Fundraising and Sponsorship Coordinator at [andrea@theheartofriverdale.com](mailto:andrea@theheartofriverdale.com) or 867-667-6700.



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#### **Silent Auction & Art Marathon Prizes**

(If over \$250, benefits of the Pulse Partnership apply. If over \$1,500, benefits of the Standing Ovation Partnership apply.)

Be a part of our exciting Polar Night or Art Marathon fundraising events by donating to the Polar Night Silent Auction or to the Dance Marathon Draw Prizes or Main Prizes! We are looking for unique and exciting items to auction off at "Polar Night" or to motivate the youth to fundraise for the Art Marathon. Anything from experiences, food goods, art, gift certificates, or electronics will be accepted and appreciated for these events. Both Polar Night Showcase (Jan 27-29<sup>th</sup> 2023) and the Dance Marathon (TBD) are fundraising events for a week-long educational dance trip to Montreal for the pre-professional groups. We have 50 youth who dance more than 10 hours a week in our pre-professional training programs. They are a committed and hard-working group, and they look forward to the Montreal trip all year. We would love to include your business's products at our events. As a thank you, your business or organization will receive verbal recognition as well as representation on social media posts and posters.

#### **The Reach of our Hearts**

Website Visit: **58,000/ year**

Families we serve: **1800**

Visits to The Heart of Riverdale

(Classes, events, battles, Vinyl Therapy, birthday party rentals etc): **64,000/year**



theheartofriv

Following ▾

Message



130 posts

1,130 followers

1,407 following

**The Heart of Riverdale**

Arts & entertainment

📍 Riverdale, Whitehorse, Yukon

[linktr.ee/theheartofriv](https://linktr.ee/theheartofriv)



**The Heart of Riverdale  
Community Centre**

1.6K likes · 1.8K followers